

REMARKS

By this amendment, claims 1-10, 21-26, and 28-34 are pending, in which claims 11-20 and 27 are canceled without prejudice or disclaimer, claims 1-10, 21-26, and 28 are currently amended, and claims 29-34 are newly presented. No new matter is introduced.

The Office Action mailed September 3, 2010 rejected claims 1-4, 6-14, 16-22, and 24-28 under 35 U.S.C. § 103(a) as being obvious over *Ferris et al.* (US Pub.2006/0288374) in view of *Burgess et al.* (US Pub. 2004/0014454), and rejected claims 5, 15, and 23 under 35 U.S.C. § 103(a) as being obvious over *Ferris et al.* in view of *Burgess et al.*, and further in view of ETS 300 401 – “Radio Broadcasting Systems; Digital Audio Broadcasting (DAB) to Mobile, Portable, and Fixed Receivers, 2nd Edition, (hereinafter “ETS 300 401”). As discussed above, claims 11-20 and 27 are canceled, and thus, the rejections of these claims are moot. The rejections of claims 1-10, 21-26, and 28 are respectfully traversed.

Rejection of claims 1-4, 6-14, 16-22, and 24-28 under 35 U.S.C. § 103(a)

With respect to the rejection of independent claims 1 and 21, Applicants respectfully submit that *Ferris et al.* and *Burgess et al.*, taken individually or in combination, fail to disclose or render obvious all of the features of claims 1 and 21, for at least the following reasons. Independent claim 1 recites, among other features, “an object identification of an object and a **widget received from a broadcast system**” and “a determination to cause, at least in part, a **transmission of**, if a user requests a delivery of the object based on the object identification, a **transaction signal** with the object identification from the user terminal to a database of at least one object through a mobile radio system **by activating the widget**” (emphasis added). Independent claim 21 recites similar features.

On page 16 of the Office Action, the Examiner asserts that “[e]ven if the widget were claimed to be software, the serialized PAD software object as seen in FIG.2A to display the text ‘BUY’ would still read on the widget. Incoming PAD display data or special control messages provided via Radio Service Provider 414 (i.e., a wireless channel) triggers a display routine for displaying screen 504 containing buy button 105; thereby enabling user to select a corresponding key associated with either buy button 105 or buy button 9 to initiate a purchase.” See Ferris, FIGS. 2A, 3 ¶ 0031, 0052-56, 0079, 0093, 0095.” Applicants respectfully disagree.

The widget recited in independent claims 1 and 21, is received from a broadcast system and is capable of being activated. On one hand, if the display text “BUY” depicted in FIG. 2A of *Ferris et al.* is considered to correspond to the claimed widget, as asserted by the Examiner, Applicants respectfully submit that the displayed “BUY” text is simply a displayed text that is not capable of being activated. On the other hand, even if the “BUY NOW” button depicted in FIGS. 4, 6, 7A, and 7B is considered to correspond to the claimed widget, the “BUY NOW” button is not received from a broadcast system. Accordingly, *Ferris et al.* cannot reasonably be considered to disclose, or even render obvious, “an object identification of an object and a **widget received from a broadcast system**” and “a determination to cause, at least in part, a **transaction signal** with the object identification from the user terminal to a database of at least one object through a mobile radio system **by activating the widget**” (emphasis added) as recited in independent claim 1, and as similarly recited in independent claim 21.

Furthermore, *Burgess et al.* does not remedy the above deficiencies of *Ferris et al.* Thus, Applicants respectfully submit that the applied references, either when taken individually or in combination, fail to disclose or render obvious all of the combinations of features recited in

independent claims 1 and 21. Therefore independent claims 1 and 21 are patentable over *Ferris et al.* and *Burgess et al.* In addition, dependent claims 2-4, 6-10, 22, 24-26, and 28 also are patentable over *Ferris et al.* and *Burgess et al.*, for at least the reasons independent claims 1 and 21 are patentable, as well as for the additional features these claims recite. Accordingly, Applicants respectfully request the withdrawal of the rejection of claims 1-4, 6-10, 21, 22, 24-26, and 28.

Rejection of claims 5, 15, and 23 under 35 U.S.C. § 103(a)

With respect to the rejection of dependent claims 5 and 23, ETS 300 401 does not remedy the above deficiencies of *Ferris et al.* and *Burgess et al.* Thus, dependent claims 5 and 23 are patentable for at least the reasons independent claims 1 and 21 are patentable, as well as for the additional features these claims recite. Accordingly, Applicants respectfully request the withdrawal of the rejection of claims 5 and 23.

New claims 29-34

With respect to new claims 29-34, Applicants respectfully submit that independent claim 29, and dependent claims 30-34, are patentable for at least similar reasons as discussed above with respect to claims 1-10, 21-26, 28, and 29.

Conclusion

Therefore, the present application, as amended, overcomes the rejections of record and is in condition for allowance. Favorable consideration is respectfully requested. If any unresolved issues remain, it is respectfully requested that the Examiner telephone the

undersigned attorney at (703) 519-9952 so that such issues may be resolved as expeditiously as possible.

To the extent necessary, a petition for an extension of time under 37 C.F.R. § 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 504213 and please credit any excess fees to such deposit account.

Respectfully Submitted,

DITTHAVONG MORI & STEINER, P.C.

December 3, 2010
Date

/Phouphanomketh Ditthavong/
Phouphanomketh Ditthavong
Attorney/Agent for Applicant(s)
Reg. No. 44658

Lenwood Faulcon, Jr.
Attorney/Agent for Applicant(s)
Reg. No. 61310

918 Prince Street
Alexandria, VA 22314
Tel. (703) 519-9951
Fax (703) 519-9958